

Liverpool John Moores University

Title: International Business and Trade
Status: Definitive
Code: **7001LBSIBM** (123621)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Muhammad Nawaz	Y
Susan Hill	

Academic Level: FHEQ7 **Credit Value:** 10 **Total Delivered Hours:** 20
Total Learning Hours: 100 **Private Study:** 80

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Workshop	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report	2,500 word individual written report	100	

Aims

To gain a critical understanding of how global forces shape business environments in a world where national economies are no longer self contained entities but are interconnected and interdependent.

Learning Outcomes

After completing the module the student should be able to:

- 1 critically analyse the international trade environment and the drivers of transnational trade..
- 2 critically apply concepts and models of international trade theory to enhance efficiency and effectiveness in international business.
- 3 critically evaluate the impact of cultural variations on the marketing mix and marketing strategies.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

2,500 word individual report	2	3	1
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Outline Syllabus

International Trade Theory

The drivers of globalisation: declining trade and investment barriers and the role of technological change.

The changing demographics of the global economy: changing world output, trade and foreign direct investment.

Ethics and social responsibility in international business and trade.

Exporting, importing and countertrade.

Sustainability in supply chains, logistics.

Strategies, structures and operations of international business.

Learning Activities

A series of interactive workshops consisting of mini-lecture and student centred activities.

Notes

Investigating the impact of globalisation on leadership, management and operations leading to more effective and efficient international trade.